

FIG. 1

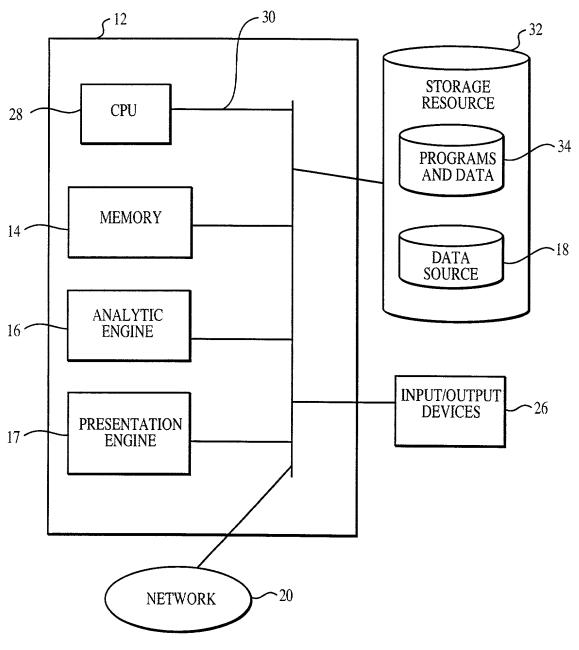


FIG. 2

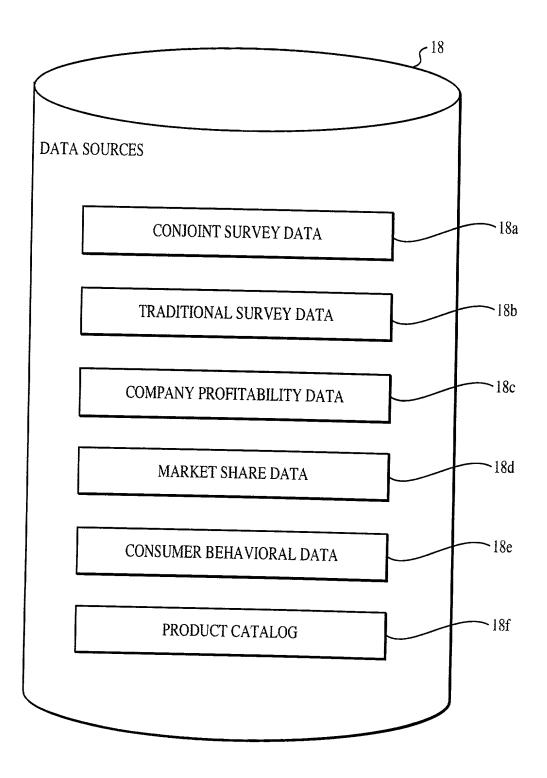


FIG. 3

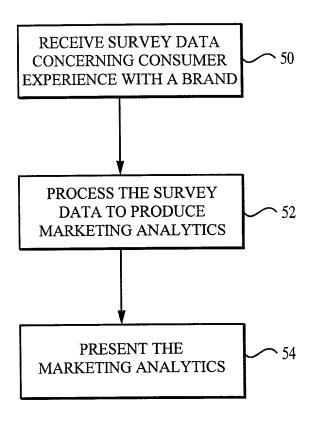


FIG. 4

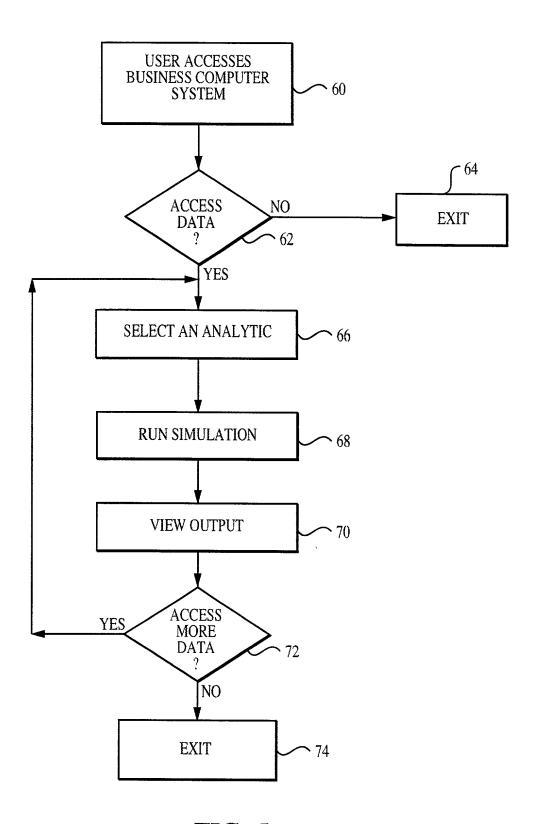
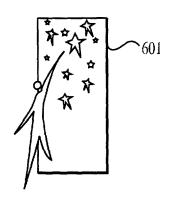
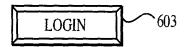


FIG. 5





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WELCOME TO THE MARKETING DECISION TOOLKIT. THIS TOOLKIT WILL PROVIDE THE USER WITH MARKETING ANALYTICS BASED ON WEBSITE INDUSTRY INFORMATION. ARMED WITH THESE ANALYTICS, THE MARKETING PROFESSIONAL IS ABLE TO MAKE EFFECTIVE MARKETING DECISIONS.

FIG. 6A

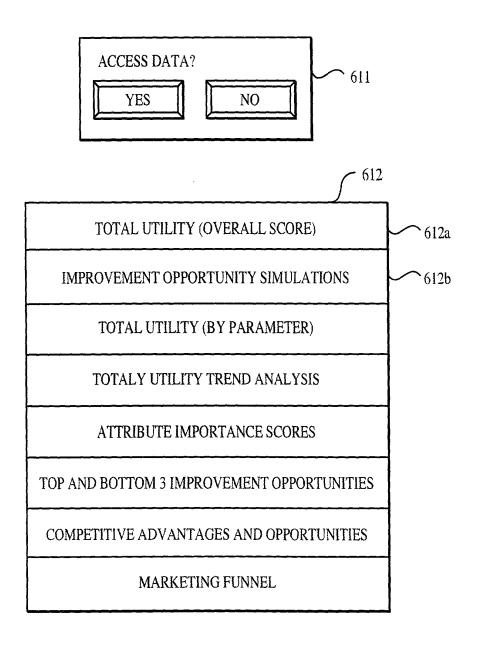


FIG. 6B

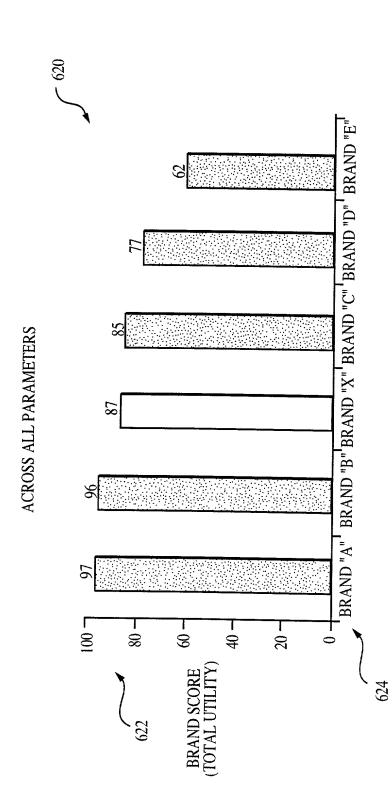


FIG. 6C

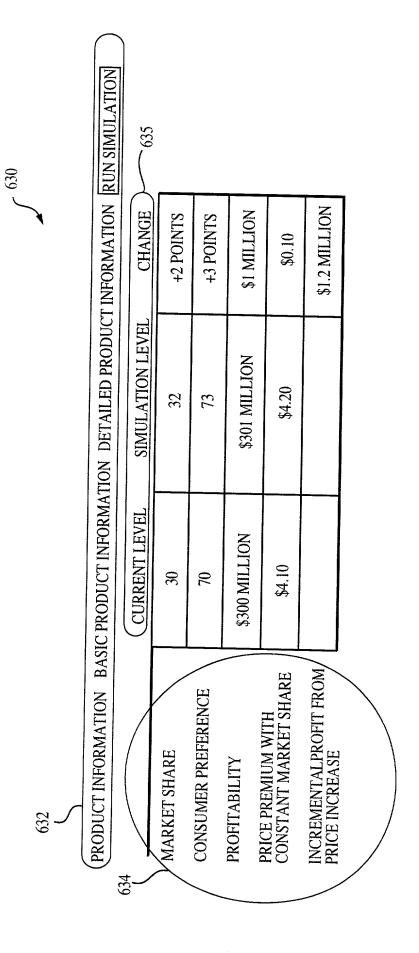


FIG. 61

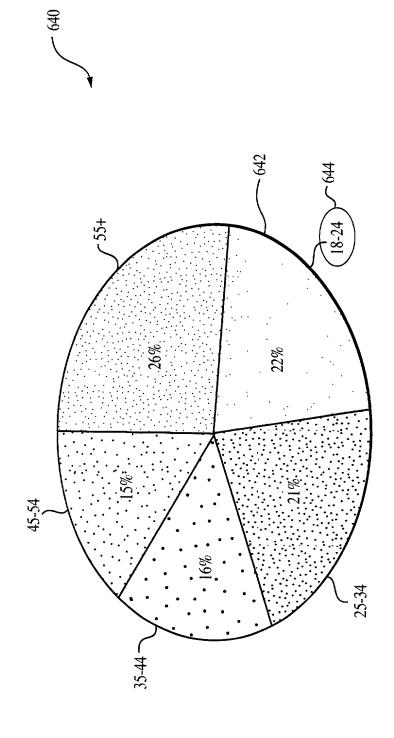


FIG. 6E

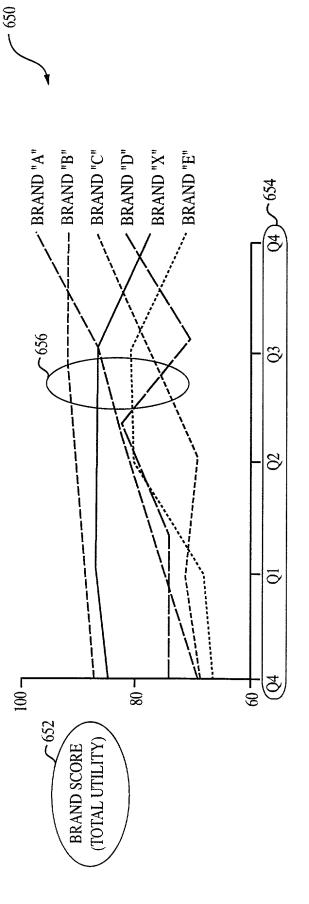
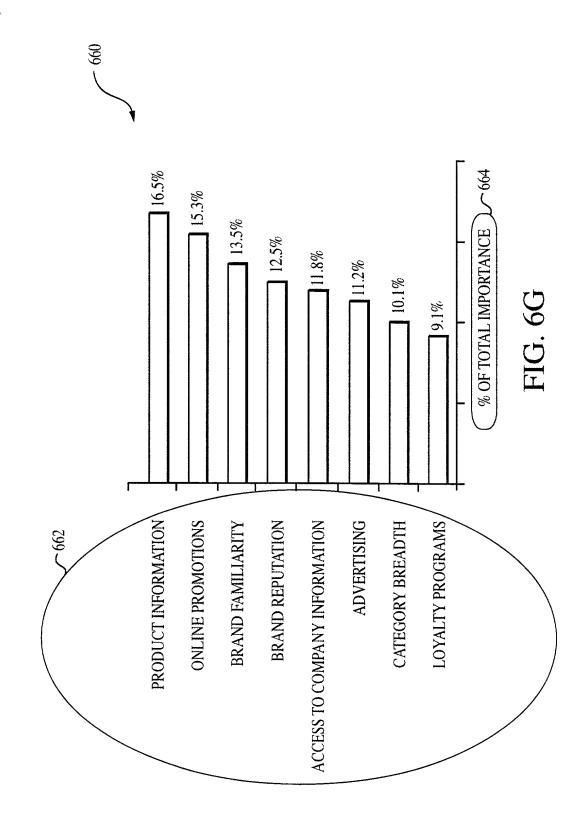


FIG. 6F



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	1			_				_	
	PREFERENCE	+3	+2	+2	PREFERENCE	+	9	9	629
§ 678	MARKET SHARE	+2	+	+2	MARKET SHARE	0+	+	+	
676	LEVEL CHANGE	(L2) DETAILED PRODUCT INFORMATION	(L3) INTERACTIVE DIALOGUE WITH COMPANY	(L2) NEUTRAL IMPRESSION	LEVEL CHANGE	(L4) FREE SAMPLES	(L3) CONTENT, DEMOS AND RECENT COMMERCIALS	(L2) COLLECT POINTS,	REDEEM FOR FREE COMFAINT
674	(CURRENT LEVEL)	(L1) BASIC PRODUCT INFORMATION	(L2) NEWS AND PRESS RELEASES	(L1) NEGATIVE IMPRESSION	(T) CURRENT LEVEL	(L3)WEEKLY SWEEPSTATKES	(L2) CONTENT AND DEMONSTRATIONS	(L1) COLLECT POINTS, REDEEM	FOR DISCOUNTS
§ 672	TOP THREE IMPROVEMENT OPPORTUNITIES	PRODUCT INFORMATION	ACCESS TO COMPANY INFORMATION	BRAND REPUTATION	BOTTOM THREE IMPROVEMENT OPPORTUNITIES	ONLINE PROMOTIONS	ADVERTISING	LOYALTY PROGRAMS	

PRODUCTS PROBUCTS FIG. 6H

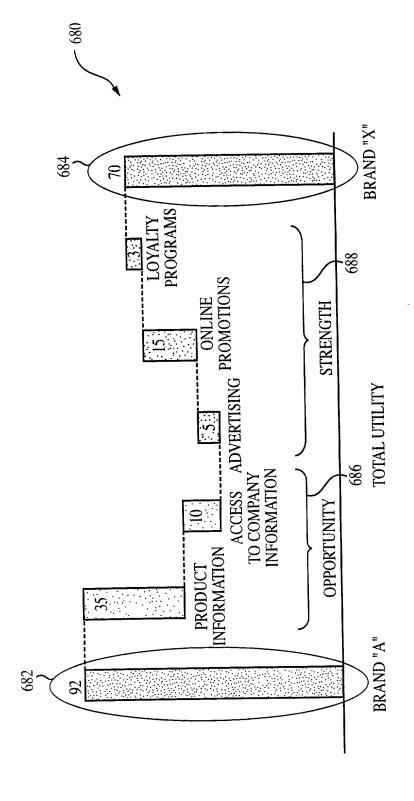


FIG. 6I

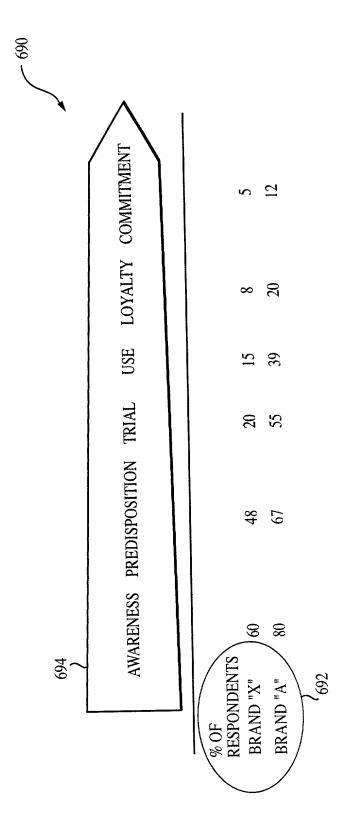


FIG. 6J